

MA & PDP CAHPS SURVEY WEBCAST
Asian Language Survey Translations and Benefits of Their Use Script

Slide 1 – MA & PDP CAHPS Survey Asian Language Translations and Benefits of Their Use

Welcome to the second episode of the Medicare Advantage and Prescription Drug Plan CAHPS (hereafter referred to as MA & PDP CAHPS) webcast series. These webcasts cover topics of interest to vendors who administer the survey and health plan staff who use the data collected by the survey. This webcast will cover the MA & PDP CAHPS Survey Asian language translations and benefits of their use.

Slide 2 – Overview

The MA & PDP CAHPS Survey includes three survey versions to measure beneficiary experience with Medicare Advantage and Prescription Drug Plans: MA-Only, MA-PD and PDP. The Centers for Medicare and Medicaid Services, or CMS, provides mail survey templates and telephone interviewing scripts for each survey version in English, Spanish, Chinese, Korean, Tagalog, and Vietnamese.

This webcast will provide information about the four Asian language survey translations (Chinese, Korean, Tagalog, and Vietnamese), benefits of using the translations, identifying the need to use them, methods for providing the translations, and case-mix adjustment for surveys completed in one of the Asian language translations. The information provided is based on existing survey research literature and we'll include a list of references later in the webcast for those who would like to explore this topic in greater detail.

Slide 3 – Asian Language Survey Translations

The four Asian language survey translations provided by CMS are semantically and conceptually equivalent to the English-language survey. They use phrasing that is appropriate for a population of older adults in terms of word choice and respectful tone.

We will describe each of the translations on the next few slides. Please note that use of the Chinese, Korean, Tagalog, and Vietnamese language surveys is optional and shall be offered at the request of the contract. When the optional language surveys are used, they must be available for both mail and telephone survey administration.

Slide 4 – Survey Translation: Chinese

The Chinese survey translation, available for MA & PDP CAHPS since 2012, uses a traditional character set and is suitable for use with speakers of Cantonese or Mandarin. For telephone survey administration, the survey vendor will need to know if the contract requires interviewers who speak Cantonese or Mandarin or both dialects, as an interviewer who is fluent in Cantonese can conduct the phone survey with a beneficiary who speaks Cantonese, but may not be able to conduct the phone survey with a beneficiary who speaks Mandarin.

Slide 5 – Survey Translation: Korean

The Korean translation has been available for MA & PDP CAHPS since 2019. It uses the Seoul dialect which is the standard form of the language in South Korea and is appropriate for a broad range of Korean speakers.

Slide 6 – Survey Translation: Tagalog

The Tagalog translation is new for MA & PDP CAHPS 2021 survey administration. Once the national language of the Philippines, Tagalog is spoken mainly by individuals in or from metropolitan Manila and surrounding provinces. It is appropriate for an older population.

Slide 7 – Survey Translation: Vietnamese

The Vietnamese translation, available for MA & PDP CAHPS since 2018, uses the Northern dialect which is the standard form of the language. It is appropriate for the broad range of Vietnamese speakers.

Slide 8 – Benefits of Using Asian Language Translations

Language and cultural differences can affect survey participation, so contracts can benefit from using the Asian language translations. CMS provides translations to encourage participation from the broadest pool of contract members, which promotes accurate measurement of the experience of Medicare beneficiaries enrolled in an MA or PDP contract.

According to a 2011 report from the U.S. Census Bureau of individuals age 5 and over, nearly three million individuals speak Chinese at home, and 29% of them reported speaking English “not well” or “not at all.”

Similarly, more than one million individuals speak Korean at home and 28% reported speaking English “not well” or “not at all.”

More than one and a half million individuals speak Tagalog at home, and over 7% reported speaking English “not well” or “not at all.”

Nearly one and a half million individuals speak Vietnamese at home, and 33% reported speaking English “not well” or “not at all.”

Collecting information from beneficiaries who can best respond to the survey in Chinese, Korean, Tagalog, or Vietnamese will also increase the usefulness of the MA & PDP CAHPS Survey data for quality improvement initiatives.

Slide 9 – Identifying the Need to Use an Asian Language Survey Translation

CMS provides guidelines for identifying which contracts would benefit from using one of the translations. CMS recommends use of the Chinese, Korean, Tagalog, or Vietnamese language survey if a plurality of the Medicare beneficiaries enrolled in the Medicare Advantage or Prescription Drug Plan prefer to speak with providers in Chinese, Korean, Tagalog, or Vietnamese, or if the contract routinely provides written materials for its members in Chinese, Korean, Tagalog, or Vietnamese.

Slide 10 – Methods of Providing Asian Language Survey Translations

Contracts and vendors can consider a few different methods for making the translations available to beneficiaries. When administering the survey in one of the Asian translations, at a minimum, instructions should be included with each mailing on how to request the survey translation. A more effective approach is for contracts to request vendors “double stuff” mail survey packets with an English language survey and a Chinese, Korean, Tagalog, or Vietnamese language survey, OR for contracts to

provide vendors with language preference data for all contract members to use to mail the preferred translation to members who prefer Chinese, Korean, Tagalog, or Vietnamese. Using the “double stuff” or specific mailing approach can improve survey response among contract members who prefer to answer the survey in a language other than English, compared to offering a mail survey translation only upon request.

Slide 11 –Case-Mix Adjustment of Asian Language Survey Completion

To promote comparison of CAHPS scores across contracts, CMS adjusts the data before it is scored to take into account differences in response that are due to the characteristics of the beneficiary rather than a difference in experience. This is called case-mix adjustment and is described in detail on the Scoring and Star Ratings page of the MA & PDP CAHPS Survey website. One of the case-mix variables used in analyzing MA & PDP CAHPS data is survey completion in Chinese, Korean, Tagalog, or Vietnamese. By including Asian language completion in case-mix adjustment, CMS ensures that across all contracts, use of the Asian translations has no net effect on scores beyond promoting survey participation of the broadest pool of contract members.

Slide 12 – Summary

This webcast has described the MA & PDP CAHPS Asian language survey translations, and discussed the benefits of their use, identifying when to use the translations and methods for delivery. Use of the Chinese, Korean, Tagalog, and Vietnamese language translations promotes survey participation from a larger pool of contract members. Collection of survey data in these Asian languages will increase the usefulness of the MA & PDP CAHPS Survey data for quality improvement purposes.

Slide 13 – References

This slide provides reference material for anyone interested in exploring additional detail on this topic.

Slide 14 – Contact Us

Thank you for listening to this webcast on the Asian language MA & PDP CAHPS Survey translations and benefits of their use.

Please contact MA & PDP CAHPS technical assistance at MA-PDPCAHP@hsag.com or 1-877-735-8882 with any questions. For more information about the MA & PDP CAHPS survey, you can visit the MA & PDP CAHPS website at: www.MA-PDPCAHP.org.